Amount spent by public sector bauks for rural advertisements

1117. SHRI KRISHAN LAL SHARMA: Will the Minister of FINANCE be pleased to state:

(a) whether it is a fact that about 60 per cent of the total amount spent by public sector banks on publicity goes for rural advertisements;

(b) whether it is also a fact that rural people are still ignorant about the deposit schemes of the banks; and

(c) if so, what steps Government have taken to popularise and encourage the depsit scheme in rural areas?

THE MINISTER OF STATE IN THE MINISTRY OF FINANCE (SHRI DALBIR SINGH): (a) to (c) Public sector banks can incur expenditure upto 0.75 per cent of their gross earn-ngs from domestic operations for the purpose of domestic publicity. No separation allocation is made for expenditure on rural advertisements. However, banks have been advised from time to time to re-orient their publicity programmes so that particu, lar emphasis is placed on the rural areas. Some of the specific measures advised to banks for effective rural publicity are as follows:—

(i) Advertisements about various banking schemes and facilities meant for the poorer sections of society be given in small regional newspapers having circulation in the rural areas.

(ii) Printing of hand bills, pamphlets, brochures, etc. in regional languages for distribution in the rural areas.

(iii) Greater stress to be laid on informal dissemination of information by bank officials during visits to villages.

(iv) Audio visual publicity being of greater relevance to rural masses, banks should explore the possibility of participation in rural TV/Radio programmes.

(v) Use of Mobile vans to conduct publicity in remote villages.

(vi) Use of film shows and puppet shows.

(vii) Participation of local melas/ fairs.

The banks have also been advised to plan their publicity campaigns for rural areas taking into consideration local needs and conditions, the thrust being on the creation of awareness among the rural people about various schemes available with the banks for their benefits.

Smuggling of gold into the country

1118. SHRI KRISHAN LAL SHARMA: Will the Minister of FINANCE be pleased to state:

(a) whether it is a fact that smuggling of gold into the country is on the increase;

(b) if so, the quantity and value of gold smuggled into the country during the last 3 years;

(c) what is the quantity and value of gold confiscated at airports and seaports of the country during the said period; and

(d) what are the details of steps taken and being taken by Government to check gold smuggling into the coun try?

THE .MINISTER OF STATE IN THE MINISTRY OF FINANCE (SHRI RAMESHWAR THAKUR): (a) to (c) Since smuggling is a clandestine activity, it is not possible to say whether smuggling of gold into the country

has increased. However, the figures o£ the quantity and value of gold seized by the Customs authorities throughout the country including the airports and seaports during the last 3 years are given in the table below:—

(Rs. in crores)

Year	Quantity (in kgs.)	Value
1989.	8215	259-60
1990.	5596	189-75
♦1991 (upto 22/7/91)	3091	109-11

Figures are provisional.

(d) the anti-smuggilng drive has been intensified and the anti-smuggling machinery throughout the country especially in the vulnerable areas of the land borders coastline and the international airports and seaports has been geared up. Close co-ordination is being maintained with all the agencies concerned in detection and prevention of smuggling. Sophisticated equipment like X-ray baggage machines, metal detectors, night vision binoculars are being increasingly used.

Launching of NRI Bond Scheme

1119. SHRI KRISHAN LAL SHARMA: Will the Minister of FINANCE be pleased to state:

(a) whether it is a fact that Government had launched the NRI bond scheme sometime back with much publicity;

(b) whether it has come to the notice of Government that there has been undue delay in the issue of bonds to NRIs;

(c) if so, what are the reasons for delay in issuing of bond;

(d) whether Government have come across any case of legal complications arising out of delay in issue of bonds; and

(e) if so, what steps are being taken to expedite the issue of bonds to NRIs and the progress achievea in the matter?

THE MINISTER OF STATE IN THE MINISTRY OF FINANCE (SHRI RAMESHWAR THAKUR): (a) Yes Sir.

(b) and (c) No, Sir. Bond Certifi cates have already been despatched to more than 99 per cent of the appli cants,

(d) No Sir.

(e) Bond Certificates to about 250 applicants could not issue due to loss of the drafts covering remittances in transit or due to change in mailing address of the applicants. SBI is arranging to despatch these Certificates shortly.

Revision of Pay Scale of NDS Instructors

1120. SHRI A. NALLASIVAN: Will the Minister of HUMAN RESOURCE DEVELOPMENT be pleased to state:

(a) whether Government have allowed revision in the pay scales of the former NDS Instructors at par with the teaching staff of the schools run by the Centre/Union Territory Administration from 1st January, 1967 till their absorption in the State/ Union Territory administration;

(b) whether it is also a fact that Central Government is committed to bear in full the expenditure of their pay, allowances and pension, etc.;

(c) if answer to (a) be in the affirmative, names of the States and Union Territory administrations that have followed instructions as contained in Government's letter dated 19th May, 1986 and cleared the arrears of pay;

(d) if answer to Part (b) be in affirmative the names of States and Union Territory Aministrations which have